

Box by Box Arriving Daily—Revelations in Beautiful New Fall Merchandise Are Revealed

That the people of Tulsa appreciate this store's efforts to sell quality merchandise at popular prices, is demonstrated in the fact that each day requires new orders of articles for every department. More especially is this true in the ready-to-wear department, where the new styles hardly arrive before they are gone. As one customer remarked "Your apparel seems to have later fashion ideas than many I have viewed."

Smart Styles: Fall Apparel

Final Decisions of Fashion in Suits, Coats, Dresses, Skirts and Gowns--

THE ASSORTMENTS ARE LARGE AND IN LUE EVERY MATERIAL, COLOR AND TRIMMING SOUGHT FOR AUTUMN WEAR.

First Showing of These FALL SUITS

75 New Suits receive initial display tomorrow. These suits arrived Saturday and are in Chiffon, Broadcloth, Gabardine, Worl Velours, Poiret Twills. All the new fall shades. The last word in style. On sale Monday, Tuesday and Wednesday. Special at

\$39.75, \$34.50, \$29.75, \$24.50, \$19.75, \$14.85, \$12.45

The above models combined with others already in stock present an assortment unequalled in variety and value.

Silk and Satin Dresses Specially Priced

100 Silk and Satin Dresses, in burgundy, taupe, purple, navy, green, brown and black. Chiffon, Georgette, crepe and silver and gold trimmings. Exact reproductions in styles that were shown in the last fashion shows of the east. Monday, Tuesday and Wednesday at special prices--

\$9.95, \$13.75, \$17.50, \$19.75, \$2.75, \$32.50

SKIRTS

300 plain tailored, box and decoration pleated skirts. In silks and wools. Chiffon Taffetas, Satin Messurines, Gabardines, plaids, stripes, solids and mixtures. All the late pocket, belt and grille effects. Wonderful values for Monday, Tuesday and Wednesday

\$2.95, \$3.85, \$4.95, \$7.45, \$9.85, \$12.40, \$14.85

Showing Latest Styles in the FALL COATS

A late purchase of 150 Fall Coats permits us to present not only the latest styles in model and fabric, but also the greatest values at the price. Gabardines, Broadcloths, Velours, Bolivia and Seal Plushes. High convertible collars. Three-quarter and full lengths. Many with handsome genuine fur trimmings, others with combination fur trimmings. Priced for Monday, Tuesday and Wednesday--

\$49.50, \$37.50, \$32.50, \$29.75, \$24.50, \$19.75, \$14.75, \$12.50, \$9.85

CHILDREN'S COATS

From the smallest infant sizes to the ages of 16 years. In materials of Chinchillas, Crush Plushes, Velours, and fancy wool fabrics. Beautifully made in styles that are distinctive yet do not detract from the girlish appearance demanded by every mother. Trimmings are elegant. Range in shades is very broad. Monday, Tuesday and Wednesday at

\$1.95, \$2.95, \$3.85, \$4.95, \$6.45, \$8.75, \$10.85, \$12.75

SILK PETTICOATS

In changeable shades, stripes, tartan plaids and Dresden designs; over 21 shades in all; ruffled and shirred. Exceptional qualities. Specially priced Monday, Tuesday and Wednesday,

\$2.95 \$3.85 \$4.95 \$5.95

SPECIAL VALUES IN COMFORTS AND BLANKETS

They are not ordinary comforts and blankets, but are exceptional qualities; well made and in many different colorings. Priced at usual Coverdale savings.

Silks and Wool Dress Goods

Our lines of strictly reliable Silks include a very large range--in all the different shades appropriate for fall and winter. Included are the very popular Tartan Plaids and one-inch Roman Stripes.

GET OUR SILK PRICES FIRST We are justly proud of the display of Dress Goods and Coating Fabrics, Velours, plain and fancy, Bolivia and Smocks. A wide range of colorings, and complete color ranges in the staple Serges, Gabardines, Epingles, and Broadcloths. Extraordinary price concessions on special fabrics Monday and all the week.

COVERDALE'S

203 SOUTH MAIN STREET



Variety in Foremost Millinery Styles

When you see these original new creations you'll be just as enthusiastic as we are. Every hat is of the highest standard, unusual in style distinction, fresh from the hands of our expert designers. And better still, they are priced so reasonably as to be within reach of all.

GAGE, FISK, KNOX, L-ZEE

Pattern hats in the many modes for fall and winter.

Dependable Stylish Fall Footwear

For men, women and children. In all leathers and two-tone effects. Well-known "Queen Quality" for women and "King Quality" for men.

Ladies' two-tone Boots: 8 to 11-inch tops; vul. kid, gun metal and patent kid; regular \$8 and \$8.50 quality; Monday and Tuesday, \$5.85

Beautiful "Queen Quality" Fall Boots, in two tones, patents and kids; regular \$6 and \$6.50 quality; lace and button modes; Monday and Tuesday, \$4.85

Men's King Quality Shoes; unexcelled in workmanship, style, comfort and durability; Monday and Tuesday, \$5.35

Boys' and Girls' School Shoes, including the celebrated H. C. Codman line; all leather and solid as a rock; go Monday and Tuesday at following special prices: \$1.35, \$1.85 and \$2.35

Fine assortment of nobby Infants' Shoes; in the softest of leathers; all shades; in sizes 2 to 6; Monday and Tuesday, 69c, 85c, \$1.35 and \$1.85

The Clothing Department

Is filled with unequalled values in Men's and Boys' Clothing--every suit and overcoat is dependable in fabric and correctly styled.

One lot of Men's Blue Serge Suits, all wool, fast colors, made on the latest style lines. Regular \$25 values. Monday and Tuesday, \$17.45

One lot of Men's Fancy Checked All-Wool Suits, perfect fitting; \$17.50 value, for Monday, Tuesday and Wednesday, \$12.45

One lot of Men's Blue Serge and Fancy Patterns, dependable \$15 Suits, go Monday and Tuesday, \$10.45

Men's Suits in fancy grays and browns, an extra value at \$12.50. For Monday and Tuesday, \$8.95

Men's Blue and Black Ties, regular \$10 values. Special for Monday and Tuesday, \$7.45

Dress Trousers in striped worsteds at \$2.95, \$3.45, \$4.95

Men's and Boys' Mackinaws, in fancy Scotch mixtures, black kersey and famous Irish frieze; specially priced Monday, Tuesday and Wednesday from-- \$4.95 to \$13.50

Men's Trousers, in Scotch mixtures and fancy woolsens, at-- \$1.45 to \$2.45

Men's Overcoats in the finest of all-wool fabrics; solids and fancy mixtures; expert tailoring. Wonderful values at-- \$7.45 to \$17.50

One lot of Men's Suits in striped worsteds; regular \$8.50 values; for Monday and Tuesday, \$8.45

500 pairs of Indigo Blue Overalls, Monday and Tuesday, at 50c pair

One lot of union-made full standard extra heavy Blue Overalls; in stripes and Indigo blue. Monday at \$1.15

John B. Stetson Fall Hats at \$3.95

Other Fall Hats at 95c, \$1.45, \$1.95 to \$3.45

Boys' Scotch Blue and Gray Mixtures Suits, specially priced for Monday and Tuesday at \$7.45

One lot of Boys' Suits in Scotch plaids, blue, brown and gray; regular \$5.50; for Monday, Tuesday and Wednesday, \$4.95

Another lot of Boys' Suits in ages 6 to 18 years; Scotch mixtures; regular \$5 value; special \$3.45 Monday and Tuesday at \$3.45

SMART WEAR FOR CHILDREN



PHOTO. FASHION CAMERA.

Kiddies frock for the Saturday morning dance class is a charming affair of radium silk with hem bordered with frill of self material and bodice of all-over lace veiling the silk.

An attractive and practical frock is shown in pale blue linen with elbow length sleeves and round flat collar. The deep pleats at hem bordered with frill in a novel manner lends much to the attractiveness of the garment.

Velvet with fur trimming will be used in many of the afternoon dressy frocks for the schoolgirl. Here one is shown in navy blue with noisken fur trimming and deep girle of navy satin.

Practical and smart is this coat of tan and white heavy worsted with its huge pockets stitched belt and pearl button fastenings. The collar is of black velvet.

continue downward an inch each year. The best of exaggerated height is not smart for children wear now. Much pains has been spent on children's footwear and smartness and hygiene qualities are admirably combined. Buttoned boots are most correct for dressing smart; and most mothers prefer them for all outdoor occasions, since untied shoelaces are apt to cause tripping, and even dangerous falls, a bad thing these modern days when automobiles are whirling around corners. White washable kid boots and slippers will continue in favor for indoor and party wear all winter, and for the street there are desirable boots of colored kid in combination shades to match little frocks and coats. The small boy's play shoes are, of course, of stout calf in mannish style.

Pontine Coats Are New. Smart coats for the motor or for ordinary street wear are of pontine, a new material with a supple, wax-smooth surface on one side and silk or cloth on the reverse. This material comes in handsome shades and color combinations and when skillfully tailored and finished makes very good looking coats for small boys and girls. The reverse side forming a lining and collar, cuff and pocket trimmings. Other favored and materials for children are alpaca, chinchilla, seal, serge, broadcloth, velvet, corduroy and plaid or checked worsted mixtures.

Party frocks are entrancing affairs of ruffled, cut or fitted waists, silk, and even the little mounds of 2 wears flapper skirts disappear under a bonny fish leatherbone hoop, run through a lace belt, the more fluffy the skirt, the more the more the effect.

The hats shown for wee kiddies are undoubtedly more fascinating than those of their mothers. There are adorable velvet hats lined with fur, with purple, blue and white with soft crown bordered with fluffy, pasted plumes. Invariably there are ribbon streamers of a chin strap. Cuddling hats consisting of bonnet and scarf are also shown ornamented with chiffon flowers and foliage. The mushroom shape is also extremely smart and wearable. A clever instance of it is shown. The hat is of Joffe blue falls silk and is faced with a lace trimmed ruffe of French batiste. The crown is softened by a band of velvet ribbon and clusters of dainty flowers.

Each season there are interesting developments in kiddie attire, and these invariably show much improvement on the items shown previous. Children of today are undoubtedly better and more appropriately attired than ever before. Better judgment is exercised by those who select fabrics and styles for these garments. Fabrics are not put together regardless of suitability to type, instead materials are carefully considered in regard to their fitness for certain lines and styles.

Coatee Effects, Russian Blouses, and Suspender Styles Popular--Elaborate Stitching Smartens Simply Cut Little Coats--Small Feet Are Modishly Shod--Pontine Coats for Motor Wear--Plaids Very Smart.

Summer frocks so long in the lap of autumn nowadays that children continue to wear tub frocks almost until Thanksgiving, some mothers preferring to keep the little folks in white linen of pique all through the winter months. This is possible only in steam-heated houses or apartments, of course; with a temperature always above 70 withindoors, white frocks, slippers and short socks are perfectly reasonable, even in January, though heavy wraps and buttoned boots with long stockings must be donned for the street. An admirable compromise for between seasons is the suspender frock, very popular just now. The skirt has shoulder straps or bretelles of one sort or another, and the waist is of white tub silk or some linen or cotton washable fabric. These dresses are made of plaid worsteds, of plain serge, of mohair or of silk and the idea is excellent.

Coatee Dresses Popular. The coatee dress is another compromise between this summer costumes and wool frocks for cold weather. The skirt is usually pleated; or it may be gathered at the waistband, and the coatee is in bolero or tunic style, worn over a full blouse of soft material, a broad collar usually turning over the coatee at the back. A very attractive mode for a girl of ten years has a pleated skirt of green and blue checked worsted and a coatee of plaid green serge. The latter garment comes below the waist in pointed top and has very large armholes--in fact, almost no undergarment at all. The coatee buttoning front to back, at the hip. All edges are hand-buttonholed in buff colored silk and guimpe is of ecru batiste. Hand buttonholing in scalloped design is a feature of children's frocks for fall; and also silk stitching done on the machine in rows and set designs. Children's frocks should always be stitched with silk which is more dependable in strength and color than cotton thread, and is also easier to rip out when little frocks have to be altered or let down.

Coats Touched With Fur. Fur on everything says fashion now, and smart coats for little people have cuffs and collar or narrow trimming bands of beaver, gray squirrel or baby lamb. Velvet coats will be very chic; big girls of 10 and over will wear coats belted at the natural waistline--the very low belt has gone out of style--and lots of 5 and 6 will have coats and frocks hanging straight from the shoulder, without belts. Very small girls wear very short skirts--quite above the knee. At 10 or 11 the petticoats drop over the knee and then